



2025 Chile Pepper Sponsorship Levels

Race Weekend is October 3-4. Sponsorship Deadline is September 1.

Our Publicity Plan utilizes radio, television, print advertising, our website, poster distribution, race flyers, email blasts, a press conference, and race day mention of your commitment. Top four financial donors on 5000+ race bibs! Limit of 4 sponsor expo/displays during event, pending Board approval.

\$10,000+

Ghost Pepper

- Inclusion in all printed media and website
- Expo space in prime finish line festival location
- Logo on volunteer t-shirt
- VIP Tent entries for 10
- 5 tickets to the post race celebration
- Tent provided if requested
 - 10X10 or 20X20
- Mention during TV and Radio ads
- Recognition at race day and post race commentary

\$5,000-\$9,999

Habanero

- Inclusion in some printed media and website
- Logo on volunteer t-shirt
- 10 complimentary race entries
- 10 complimentary race t-shirts
- 5 tickets to the post race celebration
- Tent provided if requested
 - 10X10 or 20X20
- Mention during all TV and Radio ads
- Recognition at race day and post race commentary

\$2,500-\$4,999

Cayenne

- Logo inclusion on volunteer t-shirt; some marketing materials
- 6 complimentary race entries
- 6 complimentary race t-shirts
- 3 tickets to the post race celebration
- Onsite Expo space available
- Recognition during race day commentary

\$1,000-\$2,499

Serrano

- Logo Inclusion on volunteer t-shirt, some marketing materials
- 4 complimentary race entries
- 4 complimentary race t-shirts
- 2 tickets to the post race celebration
- Recognition during race day commentary

\$500-\$999

Jalapeno

- Logo inclusion on volunteer t-shirt, some marketing materials
- 2 complimentary race entries
- 2 complimentary race t-shirts
- 2 tickets to the post race celebration
- Recognition during race day commentary

\$250-\$499

Poblano

- Name on volunteer t-shirt, some marketing materials
- 2 complimentary race entries
- 2 complimentary race t-shirts
- Recognition during race day commentary

Sponsor Name: _____

Contact Name: _____

Contact Phone, Email: _____

Sponsor Street Address: _____

City, State, Zip: _____

Telephone: _____

Pepper Level, Pledge: _____

Contact Matt Downs, Race Director